

File Number	File Title	Type & Purpose	Format	Use
Internal Communication and Promotion Materials				
1.1	Breakthrough in Retention and Growth	Campaign launch information	PPT	Internal
1.1	Breakthrough in Retention and Growth - French	Campaign launch information (French version)	PDF	Internal
1.1	Breakthrough in Retention and Growth - Japanese	Campaign launch information (Japanese version)	PPT	Internal
1.2	Appeal Letter to Club Presidents	Encourage club boards to launch GMD in their clubs	PDF	Internal
1.2	Appeal Letter to Club Presidents - French	Encourage club boards to launch GMD in their clubs (French version)	PDF	Internal
1.3	Achieving a Breakthrough in Membership Engagement and Growth	Briefing about GMD	PDF	Internal
1.3	Achieving a Breakthrough in Membership Engagement and Growth - French	Briefing about GMD (French version)	PDF	Internal
1.4	This is GMD	Appeal VIDEO	VIDEO	Internal
1.5	Add Your Voice to Empower Women Logo	GMD logo (jpg format)	JPG	Internal & External
1.6	Add Your Voice to Empower Women Logo	GMD logo (png format)	PNG	Internal & External
1.7	Add Your Voice to Empower Women - Guidelines for Use of Logo	Guidelines for usage of GMD logo	PDF	Internal

Internal Support Materials for Club Boards - Member Engagement & Retention				
2.1	Breakthrough in Engagement and Growth	Strategy for engagement and retention	PPT	Internal
2.2	Engagement and Retention Strategy for Club Boards	Strategy for engagement and retention (shorter version that can be printed)	PDF	Internal
2.3	Best Practices Examples - Raise the Engagement and Retention in the Club	Provide suggestions for Best Practices for engagement and retention	PDF	Internal
2.4	Create a Happy Club Life	Suggestions to promote friendship and revitalize club life	PDF	Internal
2.5	District Membership Planning	A guide to setting membership goals	PDF	Internal
2.6	Induction Program for New Members	Suggested checklist when introducing a new member to the club and ZI	DOC	Internal
2.6	Induction Programs for New Members - German	Suggested checklist when introducing a new member to the club and ZI (German version)	DOC	Internal
2.7	Club Membership Engagement Follow-up	Chart to follow up on attendance	XLS	Internal
2.8	What is Zonta? Suggested Elevator Speech	Elevator speech - examples of short presentations of what Zonta is	PDF	External
2.9	Exit Questionnaires	Simple survey to follow up on why members leave	DOC	Internal
2.9	Exit Questionnaires - German	Simple survey to follow up on why members leave (German version)	DOC	Internal
2.10	District Retention Master	Chart to follow up on attendance	XLS	Internal
2.11	Press Release GMD	Sample press release	DOC	External
2.12	A Guideline to Empower Ourselves	Template for discussions within the clubs around how we empower ourselves	PDF	Internal

2.13	Membership Life Cycle	Image to support discussions around membership retention	PNG	Internal
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External and Internal Support Materials for Club Boards - Member Recruitment

3.1	What is Zonta - Add Your Voice to Empower Women	Presentation to potential new members about Zonta	PPT	External
3.1	What is Zonta - Add Your Voice to Empower Women (customizable)	Customizable presentation to potential new members about Zonta	PPT	External
3.2	Best Practices - How to Recruit New Members	Suggestions for Best Practices for recruitment	PDF	Internal
3.3	Matching Benefits with Needs - What's in it for me?	Analyzing the needs of potential new members	PDF	Internal
3.4	Turn Any Zonta Event into a Membership Drive	Utilize every opportunity for membership growth	PDF	Internal
3.5	How to Make the "Ask"	How to make the approach more effective	PDF	Internal
3.6	Prospective Member Follow-up	Chart for a structured follow up of prospective members	XLS	Internal
3.7	District Biennial Goal and Follow-up	Chart for a structured follow up of prospective members in the District	XLS	Internal
3.8	Social Media Toolkit	Images and sample posts to spread the Zonta/GMD message via social media	PDF	External

External Materials for General Member Recruitment

4.1	Postcard	Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.1	Postcard (customizable)	Customizable Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.2	Why Zonta Flyer	Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.2	Why Zonta Flyer (customizable)	Customizable Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.3	Global Impact, Local Action (customizable)	Customizable Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.4	Bookmark	Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.4	Bookmark (customizable)	Customizable Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.5	This is Zonta Card	Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.6	This is Zonta (with bleed)	Handout: External promotion for membership recruitment (professional print-ready files)		
4.6	This is Zonta (with bleed, customizable)	Handout: External promotion for membership recruitment (customizable, professional print-ready files)	PDF	External
4.7	Zonta International Pull Up Banner	Identification at external recruitment events	PDF	External
4.7	Zonta International Pull Up Banner (customizable)	Identification at external recruitment events (customizable)	PDF	External
4.8	Zonta International Pull Up Banner Version 2	Identification at external recruitment events	PDF	External

4.8	Zonta International Pull Up Banner Version 2 (customizable)	Identification at external recruitment events (customizable)	PDF	External
4.9	Welcome to Zonta Booklet	Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.9	Welcome to Zonta Booklet - German	Handout: External promotion for membership recruitment (German version - ready to print)	PDF	External
4.10	What is Zonta Membership Video	Video to show what Zonta membership means	VIDEO	External
4.11	Step-by-Step Guide to Charter a New Club	Information on how to charter a club: English version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - Chinese	Information on how to charter a club: Chinese version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - French	Information on how to charter a club: French version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - German	Information on how to charter a club: German version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - Italian	Information on how to charter a club: Italian version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - Japanese	Information on how to charter a club: Japanese version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - Spanish	Information on how to charter a club: Spanish version	PDF	Internal

External materials for Young Professionals recruitment

5.1	Young Professionals Flyer	Handout: Collateral for usage at Zonta events	PDF	External
5.1	Young Professionals Flyer (customizable)	Customizable Handout: Collateral for usage at Zonta events	PDF	External
5.2	Young Professionals Postcard	Handout: Collateral for usage at Zonta events	PDF	External
5.2	Young Professionals Postcard (customizable)	Customizable Handout: Collateral for usage at Zonta events	PDF	External
5.3	Young Professionals Social Media Toolkit	Images and sample posts to engage potential young professional members via social media	PDF	External

Support materials e-clubs

6.1	Strengthening Your e-Club : Retaining and Engaging Membership	Retention guidelines for e-clubs	PDF	Internal
6.2	Conducting an e-Club Meeting	Best practices examples	PDF	Internal
6.3	Fundraising, Service and Advocacy for e-Clubs	Provide framework for organization of fundraising, service and advocacy activities for e-clubs	PDF	Internal
6.4	Step-By-Step Guide for Charter of a New Zonta e-Club	Instructions for charter of a new e-club	PDF	Internal
6.5	Sample Rules of Procedure for e-Clubs	Sample Rules of Procedure	PDF	Internal
6.6	Zonta e-Club Presentation	Zonta e-club presentation for information	PPT	Internal